

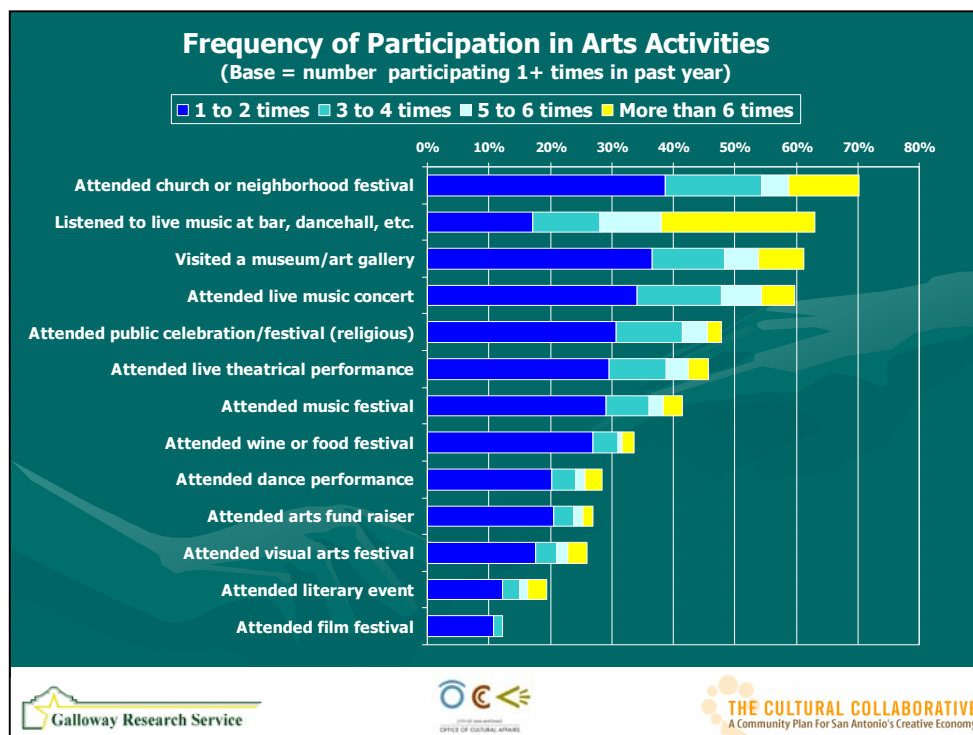
# Public Opinion Survey

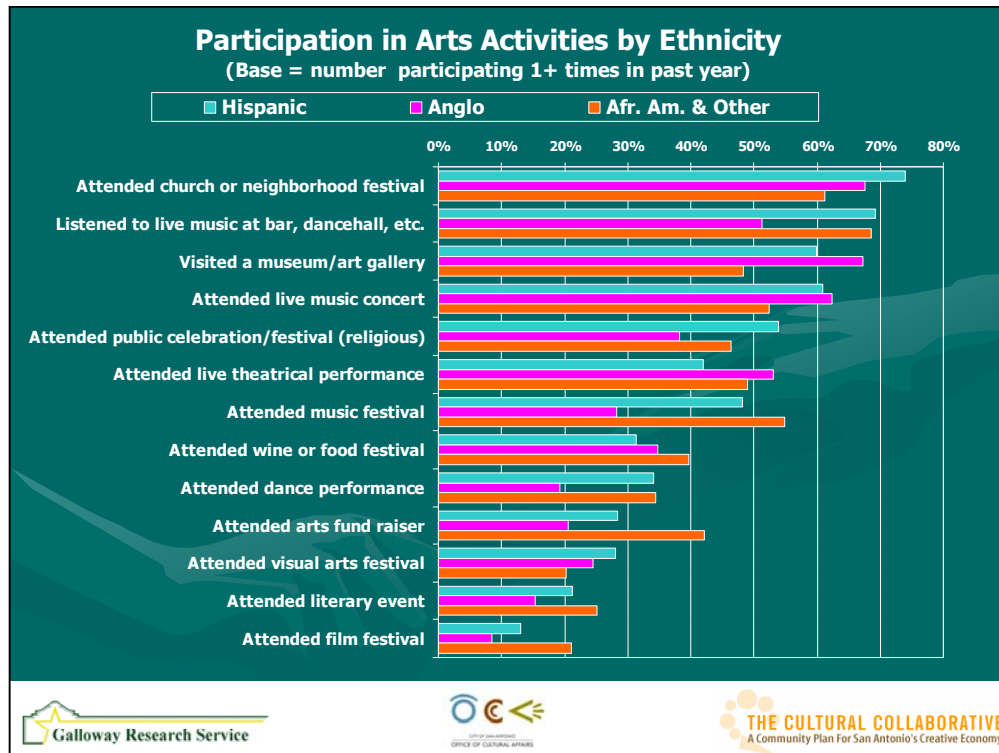
## Overview

In October and November 2004, Galloway Research Service conducted a random household telephone survey in English and Spanish of 500 people in Bexar County. The purpose of the survey was to assess San Antonio's participation in arts and cultural activities and measure public opinions about arts education and government funding of the arts and culture. The methodology assured a representative sample of respondents, one that reflects the entire population in demographic terms and a 4% margin of error.

## Summary Conclusions

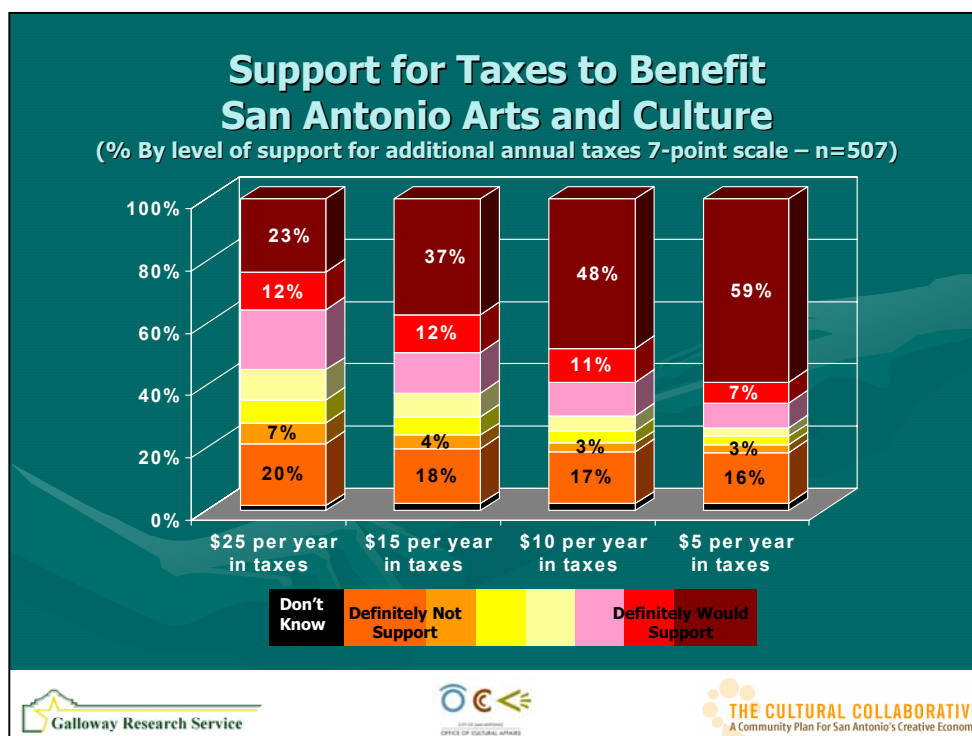
- Nine out of ten people in San Antonio have participated in a cultural event or activity in the past year. Most have participated in multiple activities.
- The range of cultural activities and events in which San Antonians engage is very broad, from attendance at neighborhood and city-wide festivals to listening to live music in dancehalls and attending theatrical and live dance performances.
- Frequent participation in many types of art-related or cultural events is stronger among the better educated and more affluent and is weakest among those with a high school education or less and incomes under \$35,000 per year.





- While participation at specific events may be higher among certain ages (i.e. young people at rock music concerts) or among certain ethnic groups (i.e. Hispanics at Spanish language plays) the great variety of specific events within most activity categories means that participation in most categories does not vary greatly by ethnicity or age as much as by education or income.
- Of all identified groups, voters are far more likely than non-voters to participate in cultural or art-related activities.
- More than half of all Bexar County households with children have a child who is active in an art-related activity outside school.
- More than half of all Bexar County adults think that it is very important that:
  - Public schools increase the amount of art and music education they provide
  - Public schools direct more of their budgets into art and music education without raising taxes
- More than four in ten adults also state that it would be very important to raise school taxes to provide for additional art education.
- Even though opinions are mixed on whether San Antonio lags behind other cities in its support of the arts, a majority of people in Bexar County strongly agree that the city government should spend more in supporting cultural events and that more of the city budget should go toward enhancing the development of art and culture in San Antonio.

- One half or more of all people in Bexar County would support a tax initiative to fund the arts at levels of \$15 per year or less in additional taxes. More than two-thirds strongly support such an initiative at the \$5 per year level.
- Support for any arts funding tax initiative is far more likely to receive public approval if it comes through hotel occupancy taxes than through sales or property taxes.



- In San Antonio, the phrase “art and culture” may sound foreign or even intimidating to some poorer and less-educated people. In practice, San Antonians frequently think of their participation in many types of cultural events as “leisure activities” or “entertainment.” The most popular categories of events include:
  - Attendance at church or neighborhood festivals
  - Listening to live music in night clubs, bars and dancehalls